

## Electronic Acknowledgement Receipt

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| <b>EFS ID:</b>                              | 3767863  |
| <b>Application Number:</b>                  | 10022558   |
| <b>International Application Number:</b>    |  |
| <b>Confirmation Number:</b>                 | 3759   |
| <b>Title of Invention:</b>                  | Audiovisual system and method for displaying segmented advertisements tailored to the characteristic viewing preferences of a user |
| <b>First Named Inventor/Applicant Name:</b> | William P. Price   |
| <b>Customer Number:</b>                     | 35219  |
| <b>Filer:</b>                               | Bruce S. Itchkawitz/Brittany West  |
| <b>Filer Authorized By:</b>                 | Bruce S. Itchkawitz  |
| <b>Attorney Docket Number:</b>              | A0819  |
| <b>Receipt Date:</b>                        | 12-AUG-2008  |
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| <b>Time Stamp:</b>                          | 18:14:00   |
| <b>Application Type:</b>                    | Utility under 35 USC 111(a)  |

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| Submitted with Payment   | yes                           |
| Payment Type   | Credit Card                   |
| Payment was successfully received in RAM   | \$1270                        |
| RAM confirmation Number  | 3380                          |
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| File Listing:                                       |   |              |  |                  |                  |  |  |  |  |
|---|---|--------------|--|------------------|------------------|--|--|--|--|
| Document Number                                     | Document Description                    | File Name    | File Size(Bytes) /Message Digest                     | Multi Part /.zip | Pages (if appl.) |  |  |  |  |
| 1   |   | wesd.pdf     | 471543<br>1abab56994ca439973c94a75aef1d1a8<br>22ddc5 | yes              | 10               |  |  |  |  |
| Multipart Description/PDF files in .zip description |   |              |  |                  |                  |  |  |  |  |
| Document Description                                |   | Start        |  | End              |                  |  |  |  |  |
| Amendment After Final                               |   | 1            |  | 1                |                  |  |  |  |  |
| Claims  |   | 2            |  | 8                |                  |  |  |  |  |
| Applicant Arguments/Remarks Made in an Amendment    |   | 9            |  | 10               |                  |  |  |  |  |
| <b>Warnings:</b>                                    |   |              |  |                  |                  |  |  |  |  |
| <b>Information:</b>                                 |   |              |  |                  |                  |  |  |  |  |
| 2   | Request for Continued Examination (RCE) | rce1.pdf     | 39850<br>ae0f722dbdb74cc006199b1dc2b1651<br>0c2aa39f | no               | 2                |  |  |  |  |
| <b>Warnings:</b>                                    |   |              |  |                  |                  |  |  |  |  |
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| <b>Information:</b>                                 |   |              |  |                  |                  |  |  |  |  |
| 3   | Fee Worksheet (PTO-06)                  | fee-info.pdf | 8385<br>1602376ee7244b00272a3b8ff32860b1<br>e573d573 | no               | 2                |  |  |  |  |
| <b>Warnings:</b>                                    |   |              |  |                  |                  |  |  |  |  |
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If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

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